



Director of Underwriting

Help sustain independent journalism in Delaware.

Delaware Public Media (DPM) is Delaware's only NPR affiliate, delivering trusted local news alongside award-winning journalism from NPR and American Public Media. Based at Delaware State University, DPM serves listeners across the First State through radio, digital platforms, podcasts, newsletters, and community engagement.

We're looking for an experienced **business-to-business sales professional** to lead our underwriting efforts. This is an opportunity to build meaningful partnerships with businesses and organizations that value an informed community while helping support Delaware's only public radio news service.

What You'll Do

- Prospect, develop, and secure new underwriting partnerships through networking, referrals, outreach, and relationship building.
- Manage and grow an existing portfolio of underwriting clients.
- Meet with business owners and decision-makers to understand their marketing objectives and develop customized sponsorship proposals.
- Sell integrated sponsorship opportunities across radio, digital, podcasts, newsletters, events, and other DPM platforms.
- Prepare sales plans and underwriting proposals.
- Collaborate with marketing, programming, fundraising, and operations to ensure successful campaign execution.
- Help write and coordinate FCC-compliant underwriting copy and related digital advertising.
- Maintain accurate records, sales forecasts, activity reports, and revenue projections.
- Provide exceptional customer service while building long-term client relationships.
- Consistently achieve monthly and annual revenue goals.

Qualifications

We're looking for someone who is:

- A motivated, goal-oriented sales professional with a proven record of developing new business.

- Comfortable prospecting through cold outreach, networking, referrals, and in-person meetings.
- Skilled at consultative selling, presentations, negotiation, and closing.
- An excellent communicator with strong relationship-building skills.
- Organized and able to manage multiple clients and priorities simultaneously.
- Comfortable working independently while collaborating with a small, mission-driven team.
- Familiar with digital marketing and advertising solutions; digital media sales experience is strongly preferred.
- Proficient with Microsoft Office (Word, Excel, Outlook, and PowerPoint).
- A strong writer with attention to detail.

Education & Experience

- Bachelor's degree preferred.
- Minimum three years of successful business-to-business sales experience; media, advertising, marketing, or sponsorship sales preferred.
- Experience working in public media is a plus.
- Experience working with nonprofit organizations is a plus.
- Valid driver's license, reliable transportation, and the ability to travel throughout Delaware.
- Must reside in Delaware or be willing to relocate.

Why Delaware Public Media?

When you join Delaware Public Media, you're not simply selling sponsorships—you'll be helping businesses invest in trusted journalism that strengthens communities across Delaware.

We offer the opportunity to:

- Make a meaningful impact in your community.
- Build relationships with Delaware's business leaders.
- Represent one of the most respected media brands in the country.
- Work with a collaborative, mission-driven team dedicated to public service.

Delaware Public Media is an Equal Opportunity Employer.

To apply, send your resume and cover letter to jobs@delawarepublic.org.